

Michele Asch

Family Business Coach

Michele is a business woman who has worked in such diverse industries as education, adventure travel, and manufacturing, and has started two businesses of her own. She was also the director of the Vermont Family Business Initiative, where she counseled family and closely-held businesses on succession plans and other important issues. She has provided leadership development, mentoring, and sales trainings for college students and business people in a variety of settings.

Using these varied business experiences, Michele coaches her clients to:

- Successfully navigate the complex issues around owning a thriving family business, including establishing a guiding framework and succession planning;
- Working through career changes, increasing responsibility, becoming a more effective leader/manager, or wanting more from your work but not knowing what or how to get there;
- Helping individuals and groups have more effective, productive, and possibly even fewer meetings.
- Starting a new business, or moving beyond the start-up phase to a more sustainable work/life balance when the time is right.

Michele helps her clients see that change doesn't always have to be radical. Sometimes the best way to begin is with a small reform of behavior. Once people see the benefit of smaller changes, they will feel more prepared for bigger shifts.

Michele is a graduate of the University of Vermont School of Business and Leadership Champlain.



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Michele is a dynamic and entrepreneurial leader who has started two businesses of her own in different fields, and has assisted family businesses through the complex process of succession planning. She thrives on the synergy of working with teams, and the opportunity to help people step up to the next level while also stepping back to gain perspective.

She has counseled family business leaders through important and difficult changes, helping them to navigate the differences between what is good for the business and what works for individual family members. Through this process she addresses conflicts that arise and helps the family develop plans that attend to the concerns of all.

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